

Organization Name: Yellowstone Country

Project Name: INTEREST FUNDS

Yellowstone Country Placemats (reprint with changes)

Application Completed by: Robin Hoover

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Yellowstone Country requests approval to allocate \$10,000.00 INTEREST Funds to reprint 150,000 YC Placemats. Yellowstone Country actively seeks new means for enticing visitors to stay within our region longer once they are here, while also providing readily accessible tourism & travel information to the people employed in the tourism industry. To that end, YCMI asks our horizontal and vertical business partners to help identify feasible tourism projects that will help them serve both resident and nonresident travelers.

Yellowstone Country has had an overwhelmingly positive response for our Map Placemats from tourism-based businesses throughout the region again this year. We continue to receive requests from restaurants, hotel/motels, B & B's, lodges and retail shops to continue the project, as the placemats are a readily available and inexpensive way for them to help serve visitors' and residents' needs for information about the region. YCMI would like to print #150,000 new placemats for 2008. The new placemats will be a similar design to our map tear-off sheet, process color/2 sides, with **winter on one side and warm season on the other. Due to the demand from businesses, and their input about what works best, the piece will now be useful on a year-round basis. Although there is not a quantifiable means of tracking how the placemats bring new visitation, the feedback from the regional businesses is that this is a great visual tool for front line personnel to use when interacting with visitors about what there is to see and do, and how to get there.**

Develop Objectives

- Print and distribute 150,000 placemats to provide business personnel and VIC staff relevant and up-to-date information regarding communities, attractions and events throughout the Yellowstone Country tourism region.

Identify the portions of your marketing plan, which support this project.

- Attract new tourism dollars into the region.
- Encourage visitors to stay longer while visiting Yellowstone Country.
- Make Yellowstone Country a year-round vacation destination, encouraging summer, winter and shoulder season recreation.

Does this project support the Strategic Plan? Yes No If so, describe how.

- Goal 1: Increase Four-season Tourism Revenues Statewide Through

Effective Marketing & Promotions, Focusing on the High-Value, Low-Impact Visitors.

Detail pages attached Yes No

Budget page must be attached for approval.

PRINTED MATERIALS

SPECS FOR YELLOWSTONE COUNTRY PLACEMATS

Publication: **Yellowstone Country Montana Placemats**

Quantity: 150,000

Color: Process color/two sides

Paper Stock: 60# white offset

Size: 13.75" x 9.625"

of Pages or Folds: One page

Ad Sales (Yes or No): No Percentage: **N/A**

DISTRIBUTION PLAN (Area & Method):

AREA – Entire Yellowstone Country tourism region

METHOD – Chambers and VICs will distribute the placemats throughout the community to tourism-based businesses such as restaurants, gas stations, airports, lodging facilities, car rental agencies, etc. The YCMI office will fulfill any direct inquiries for use of the maps.

BUDGET PAGE

PUBLICATIONS: YCMI PLACEMATS REPRINT

YELLOWSTONE COUNTRY MONTANA 2008/09

PROFESSIONAL SERVICES	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
CONCEPT	\$ 200		\$ 200
LAYOUT/DESIGN/ART PRODUCTION/TYPSETTING	1,200		1,200
COPYWRITING/ EDITING/PROOFING	500		500
PHOTOGRAPHY/ PHOTO SELECTION	900		900
ACCOUNT MANAGEMENT	750		750
PRODUCTION MANAGEMENT & TRAFFIC	400		400
PRINTING/PRINT PREP/ FREIGHT	5,100		5,100
OTHER: FAX/PHONE/ SHIPPING/POSTAGE	950		950
PROJECT TOTAL	\$ 10,000		\$ 10,000